

## FLORICULTURE AND MARKETING OF FLOWERS

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### ABSTRACT

*Floriculture is a part of the agricultural hobby and growing the decorative floral species. Further, it includes flowering plants, foliage plants and bedding plants in greenhouses and or in fields. There are considerable species of plant life which may be grown as business crops. Introduction of latest cultivators and new crops, cultural, technical are changing and as an end result, new plants are produced, ornamental crop culture generation is improving with the availability of multiple systems and there are varied preferences within the style of consumers. A new era of growers is coming in advance to hire the contemporary generation for maximizing production. It has emerged as a lucrative profession with an extremely good deal higher potential for returns in comparison to other Agricultural and horticultural crops.*

**KEYWORDS:** Floriculture, Greenhouse, Rose usage of Flowers, Cut-Flower & Technological Arrangement

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### 1. INTRODUCTION

Floriculture is the artwork and records of growing flora to perfection. It deals with the cultivation of flora and ornamental flora from the time of planting to the time of harvesting. It moreover includes the production of planting cloth through seeds, cuttings, budding, grafting and marketing and marketing of flora and flower products. It includes cultivation of decreasing and ornamental plants for profits or for use as raw materials in cosmetics, Perfume Company and Pharmaceutical quarter. India is bestowed with several agro-climatic zones conducive for the production of sensitive and delicate floriculture products. This era has seen a dynamic shift from sustenance production to commercial production. Floriculture or flower farming, is a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry, in the floral industry. A lot of importance has been given to this sector due to its benefits. The floriculture industry in India covers flora, nursery and potted plants, seeds and bulbs, micro propagated plants and vital oily flora for perfumes. Systematic development of this industry in India began a decade ago. The authorities identified the real employment ability of this interest and constituted an expert enterprise to provide a scientific approach to its development.

### Flowers

Tamil Nadu is first in the country's free flower agriculture, with a production of 409,000 TM in 2016-17. Tamil Nadu ranks 0.33 in area, with 32,290 hectares of plant life planted and areas along with Dharmapuri, Salem, Dindigul, Krishnagiri and Tiruvannamalai have performed a major role in attaining this goal. The cultivation of scattered plant life, bulbous plant life and reduce plant life has been expanded. The National Horticultural Farm is generating high quality planting substances and dispensing them to farmers at a decreased price to inspire floriculture. During 2018-19, the plan covered a total of 38,316 hectares.

**Table 1: Area Production and Productivity and Major Flower Cultivating Districts (advance Estimates – 2017- 18)**

S. No.	Name of the Flower	Area (Ha)	Production (M.T)	Productive (M.T / Ha)	Major Flower Growing Districts in Tamilnadu
1	Jasmine flower	13610	120591	8.86	Madurai, Dindigul, Erode, Tiruvalluvar, Tirunelveli.
2	Chrysanthemum	5836	140864	17.97	Dharmapuri, Salem, Krishnagiri.
3	Tube Rose	4979	65969	13.25	Dharmapuri, Madurai, Salem, Tiruvallur, Dindigul
4	Marigold	2761	72389	26.22	Krishnagiri, Dharmapuri, Tiruchirappalli, Cuddalore.
5	Rose	2088	66971	32.07	Dharmapuri, Krishnagiri, Dindigul, Thanjavur, Tiruvallur.
Source of statistical office, Tamilnadu					

**Table 2: Major Flowering Cultivating**

Sl.No.	Name of the flower	Area (Ha)	Major Flower Growing Districts in Tamilnadu
1	Jasmine	13,720	Madurai, Dindigul, Erode, Tiruvallur, and Tirunelveli.
2	Chrysanthemum	5,371	Dharmapuri, Salem, Krishnagiri, Dindigul and Tiruvannamalai.
3	Tube Rose	3,134	Dharmapuri, Madurai, Salem, Tiruvallur and Dindigul.
4	Rose	2,157	Dharmapuri, Krishnagiri, Dindigul, Thanjavur, and Tiruvallur.
5	Marigold	1,903	Krishnagiri, Dharmapuri, Tiruchirappalli and Cuddalore.
Source of statistical office, Tamilnadu.			

## II. REVIEW OF LITERATURE

**Patil and Hiremath** (1985) studied "The manufacturing and marketing of chrysanthemum in Dharwad Karnataka area" and determined that income via employer is the primary channel accompanied through the chrysanthemum market. ). **Subrahmanyam** (1986) pronounced on this look at chrysanthemum advertising in Karnataka that advertising fees accounted for the best percentage of overall planting fees (44percent). It is not unusual to promote merchandise to pre-harvest contractors due to the fact they offer credit score centres to farmers. **Vedini** (2003) carried out a look at the way to manipulate the flower industry. She also studied numerous alternatives for growers to promote plants. The best alternative is to convey the product to a public sale house. The manufacturer ought to sign in with the public sale house. Another alternative is to sell directly to consumers. Nearly 50 percent of growers promote plants via public sale houses. Few growers (29 percent) additionally have their very own enterprise, and the ultimate growers (21 percent) promote plants via wholesalers.

The rose planting location in Tamil Nadu is estimated to be a hundred hectares, which could produce 21.2 million cut flowers, with an envisioned price of Rs. 6000000. Currently, the acreage of roses and carnations in Tamil Nadu and Bangalore has increased quickly because of excessive credit. In phrases of productivity, manufacturing and advertising has been improved. It is vital to generate records and commercialization of cut flowers.

### III. SCOPE OF THE STUDY

Compared with different international locations within the world, the cultivation of floriculture in India may be very profitable, mainly in Tamil Nadu. Therefore, it's pertinent and suitable to examine the knowledge level, adoption level, and commercialization of those crops, due to the fact there's no clinical research in those areas. The outcomes could be beneficial for all interested in formulating techniques to grow planting area, crop productivity, and income and export revenue.

### IV. OBJECTIVES OF THE STUDY

- To study the Floriculture cultivation practices of raising flowers by farmers in the study area.
- To study the marketing pattern of Floriculture cultivation by farmers.
- To find out the factors motivating the farmers to grow Floriculture flowers.
- To identify the constraints in cultivations and marketing of flowers grower.

### V. METHODOLOGY

The studies were performed in Tamil Nadu. This area pertains to the substances and strategies accompanied for investigations beneath the subsequent sub-headings. In Tamilnadu, it has the most important flower planting locations, rating first in location and yield. The growers are scattered around Tamil Nadu. Thus, Dharmapuri, Krishnagiri, Dindigul, Thanjavur are mainly decided on as gaining knowledge of locations. In Dharmapuri, Krishnagiri, Dindigul, Thanjavur, Thiruvallur, one hundred farmers who plant rose flora were selected for this study.

### VI. MARKETING PATTERN FOLLOWED BY THE RESPONDS

By asking them to give an explanation for the nature of advertising and marketing, along with where, when, to whom, and through what channels they promote their products, studies reaction advertising and marketing models. The responses obtained from farmers are expressed in frequencies and percentages. These studies were performed in Tamil Nadu between 2017 and 2018. One hundred rose growers have been decided on for the study, which constituted a complete pattern of one hundred rose growers. Krishnagiri, Dindigul, Dharmapuri, and Thiruvallur districts have been intentionally decided on as it ranks first within the location and cut flower manufacturing in Tamil Nadu. Data base is accumulated thru scheduled interviews for studies and development. Frequency and percentage were used to investigate the data.

### VII. RESULTS AND DISCUSSIONS

Many areas of northern and southern India, for example the Nilgiris, have very wealthy vegetation and germplasm that is no longer exploited to its most potential. The advertising of reducing vegetation is unorganised. In such a lot of cases, the markets don't even exist. The linkages from farms to markets are abysmal. The aid from the nation for floriculturists is absent. In most cities with large marketplace potential, vegetation is added to wholesales markets, which ordinarily perform in enormous open markets with insufficient centres and pathetic environs. Cut vegetation is perishable produce, the infrastructure to maintain the clean functioning and improvement of the floriculture enterprise is missing.

**Table 3: Showing Nature Marketing**

S. NO.	Details	No. of Sample Respondents
A	Direct marketing	38
B	Local retailer	56
C	Commission	6
D	Others	-
E	Total	100

From Table-three, it could be determined that 38 percent of sample respondents are engaged in direct selling, 56 percent of sample respondents depend on neighbourhood retailers, and 6 percent of sample respondents are impartial fee agents.

**Table 4: Showing the Production Problems**

Sl. No	Particulars	No of Sample Respondents
1	Problem of pests	12
2	Problem of disease	10
3	High cost of diseases	18
4	High cost of plant protection chemicals	8
5	Limited and irregularity of power supply	30
6	High investment in establishing a polyhouse	20
7	All the above	2
	<b>Total</b>	<b>100</b>
Data Base Source: Primary Source		

Table-4 indicates that 12 percent of the sample respondents are stricken by pest problems, 10 percent of sample respondents are stricken by ailment problems, 18 percent of sample respondents are stricken by the excessive price of chemical fertilizers, and 8 percent of sample respondents are stricken by the excessive price of chemical fertilizers. Impact due to the excessive price of phytosanitary chemicals; 30 percent of sample respondents have invested closely in polyethylene houses, and 20 percent of sample respondents confronted all of the above problems.

**Table 5: Showing the Marketing Problems**

Sl. no	Particulars	No.of Sample Respondents
1	Poor transportation facilities	4
2	Low price for the flowers	28
3	Fluctuations in the price	40
4	Exploitation by the middleman	24
5	Lack of exclusive markets for flowers	-
6	Lack of storage facilities	2
7	All the above	2
	<b>Total</b>	<b>100</b>
Data Base Source: Primary Source		

It may be visible from Table five above that 4 percent of the sample respondents are tormented by bad transportation centres, 28 percent of the sample respondents are dealing with the trouble of low flower prices, 40 percent of the sample respondents are dealing with the trouble of rate fluctuations, and 2 percent are tormented by the trouble. Interviewers had been exploited with the aid of using intermediaries, 24 percent had been exploited with the aid of using intermediaries, 2 percent lacked facilities and 2 percent of interviewees confirmed all of the above problems.

Approximately 40 percent of rose growers have an excessive degree of understanding advocated planting methods. 40 percent of rose growers fall into the medium adoption category. 100 percent of rose growers continue the exercise of soil disinfection, trenching, right use of soil for entire planting beds, use of planting materials, row spacing and plants, soil raking, disposing of vintage leaves, maintaining leaves, disposing of suckers, pests and illnesses, flower choosing and flower treatment. 100 percent of carnation growers continue soil disinfection practices, trenching, right use of soil, use of planting materials, row spacing and planting, pruning, weeding, use of disorder and bug aid systems, and flower harvesting and treatment. Rose growers undertake tips of practices which includes soil disinfection practices, trenching, right soil, use of planting materials, spacing among rows and plants, soil raking, disposing of vintage leaves, leaves to retain, disposing of suction cups, and amassing Flowers and flower treatments. 63 percent of rose growers use the advocated varieties. 100 percent of carnation growers have followed advocated practices which includes soil disinfection practices, trenching, right use of soil, use of planting materials, row spacing and plants, pruning, cleaning, use of aid systems, and harvesting. Or flower and flower treatment. In phrases of the utility of Farm Yard Manure, the quantity of chemical fertilizers, the utility of micro and macronutrients, the advocated manipulate measures for plant illnesses and bug pests, and the usage of preservatives, a vast share of farmers recognise little approximately those practices and the adoption charge is low. The majority of sample respondents (82.81 percent) are middle-aged people.

## VIII. CONCLUSIONS

India has long history of flower cultivation, and flower cultivation is an age old enterprise. What has been missing so far is its commercialization. Domestic and private entrepreneurs have been developing flower cultivation scientifically. Pay interest to funding needs, better or useful resource management; formulate enterprise friendly policies would lead to the balanced improvement of the industry.

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